

ESTIMATE APPROVAL PROCESS MEDIA

OVERALL AGENCY/CLIENT/VENDOR PAYMENT PROCESS

Under normal conditions (approved client/agency contract and media plan), the following procedure should occur:

1. AGENCY BILLS CLIENT BASED ON SPACE CLOSING DATES (1-2 MONTHS PRIOR TO RUNNING ACTIVITY).
2. CLIENT PAYS AGENCY.
3. AGENCY USES CLIENT MONEY TO PAY VENDORS.

*10 days
30 days*

INTERNAL ESTIMATE PROCESS

PROCESS

TIMING

- MEDIA RECEIVES ESTIMATE FROM EXPERTI 2 WEEKS
- MEDIA CHECKS ESTIMATE AGAINST MEDIA PLAN
 - DISCREPANCIES ARE NOTED AND REVIEWED
 - EXPERTI SENDS REVISIONS
- MEDIA DIRECTOR SIGNS-OFF ON ESTIMATES
- APPROVED ESTIMATE FORWARDED TO ACCOUNTING

CURRENT STATUS OF 1995 ESTIMATES

- VIRGINIA SLIMS MAGAPAPERS :
 - dated 2/24 received accting 3/3. received Media 3/7.
- VIRGINIA SLIMS MAGAZINES - AS STATUS AS ABOVE.
- BENSON & HEDGES & MAGAPAPERS/MAGAZINES - SAME STATUS AS ABOVE

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